

ANNA MOWRIS

San Francisco, CA • (530) 412-2237 • acmowris@gmail.com

EDUCATION

University of California, Berkeley | Berkeley, CA

Graduation: May 2021

B.S. Environmental Economics | Minor in Creative Writing

Clubs: California Public Interest Research Group Students (CALPIRG Students), Women in Business, and Kappa Kappa Gamma

WORK EXPERIENCE

Embrace | San Francisco, CA

April 2022 – September 2023

Content Technical Writer/Marketer

- Successfully managed all social media accounts (LinkedIn, Facebook, Reddit, and Twitter) independently, resulting in an 80% increase in engagement and a growth of 500%+ in followers.
- Produced and curated a substantial content portfolio, including over 20 blog posts, 3 case studies, 15 newsletters, and 3 eBooks, along with crafting all-encompassing social media content, advertising copy, and website pages specifically tailored for the mobile app industry.
- Led weekly company-wide marketing initiatives aimed at boosting social media and content engagement. These efforts included delivering company-wide marketing presentations, enhancing employee engagement on our social media platforms, blogs, eBooks, and case studies by 150%+.
- Collaborated effectively with cross-functional teams including marketing, sales, engineering, product, and executives to create content that perfectly aligned with Embrace's core message and effectively communicated product and feature updates.

Verified Inc. | Tahoe City, CA

January 2022 – April 2022

Technical Content Writer and Editor

- Wrote, researched, and edited 10 speeches, 10 presentations, 6 research papers, and 3 patents on electrical engineering, resulting in impactful content.
- Worked with engineering, product, and executive teams to create content that aligned with product offerings, improving branding and messaging.
- Played a pivotal role in securing contracts with numerous businesses and facilities nationwide for the installation of Verified's products, contributing significantly to the company's business expansion and growth.

DroneDeploy | San Francisco, CA

August 2021 – December 2021

Content Marketing Writer Consultant

- Produced and cultivated 20 blog posts and 3 eBooks spanning the oil and gas, agriculture, conservation, and education sectors, showcasing the tangible enhancements brought by drones and DroneDeploy's technology in these industries.
- Collaborated seamlessly with cross-functional teams encompassing marketing, .org, sales, and engineering to craft content that seamlessly resonated with DroneDeploy's core message and effectively conveyed the value of their product and software updates to their target audience.

Shop Paradox | San Francisco, CA

May 2020 – October 2020

Junior Editor

- Achieved the creation of over 30 articles by employing Photoscape X and applying SEO and content marketing best practices, resulting in enhanced visibility and engagement.
- Established an impressive portfolio of content on the customer-facing platforms of Shop Paradox and Accidentally Jetset, with a particular emphasis on the lifestyle, fashion, and beauty sectors.
- Successfully amplified article engagement and traffic through strategic utilization of social media platforms, including but not limited to Pinterest, Instagram, and Twitter, resulting in a 200%+ increase in online visibility and a 75%+ increase in reader engagement.

Kappa Kappa Gamma - Berkeley Chapter | Berkeley, CA

January 2020 – December 2020

Public Relations Lead

- Successfully oversaw, curated, and enhanced content across all Cal Kappa social media platforms, consistently maintaining a weekly average of five high-quality posts while actively monitoring and engaging with over 150 accounts.
- Drove a 300%+ surge in organic engagement and traffic across all social media posts, elevating Cal Kappa's online presence and audience interaction.
- Played a pivotal role in orchestrating crucial discussions for Cal Kappa's public statements, encompassing vital topics such as diversity, social justice, and sustainability, ultimately contributing to the organization's proactive stance on these critical issues.

California Public Interest Research Group Students (CALPIRG Students) | Berkeley, CA

June 2020 – August 2020

New Voters Project Summer Intern

- Successfully registered over 6,000 first-time voters across California, executed 500,000 'Get Out the Vote' interactions through various channels including class announcements, emails, dorm room canvassing, tabling, phone calls, and text messages.
- Led discussions and negotiations with college campuses, cities, and states, resulting in substantial improvements to the accessibility, safety, and convenience of student voting processes.
- Collaborated with college campus administrators to institutionalize voting and civic engagement within residence halls, class registration processes, and other aspects of student life, creating a lasting impact on student participation in the democratic process.

Newday Impact Investing | San Francisco, CA

April 2020 – August 2020

Content and Marketing Associate

- Produced 30+ articles on subjects such as sustainability, social justice, and climate change, emphasizing their impact on investing through Newday's Horizon platform. Additionally, I sent out weekly emails featuring the articles written each week, resulting in a 150%+ increase in engagement.
- Crafted engaging social media posts, increasing traffic to articles, financial portfolios, and both company-wide and Newday's ESGx events. This resulted in securing prominent speakers for events, fostering an extensive network of external supporters, and increased event attendees by 75%+.

SKILLS

SEO Tools (e.g., SEMrush, Google Analytics, DemandJump), Canva, WordPress, Photoscape X, Adobe XD, Communication, Analytical Thinking, Project Management, Problem Solving, Data Interpretation, Team Collaboration, Brand Development, Marketing Software Proficiency (e.g., HubSpot, Google Ads, Adobe Creative Suite), Content Management Systems (CMS), Social Media Management Tools (e.g., Hootsuite), Email Marketing Platforms (e.g., Marketo), HTML/CSS Basics (for email and website updates), Marketing Analytics Tools (e.g., Google Analytics), Content Calendar Management (e.g., Clickup), Customer Persona Development, Conversion Rate Optimization (CRO), Multichannel Marketing, Technical Writing